

ABSTRACT OF THE DISCLOSURE

- 5 A user visiting a space is equipped with a mobile device in communication with a service system. Media items held by the service system are associated with various locations around the space and a user arriving at such a location is presented with the corresponding item or items. These media items are pre-emptively loaded into a cache of the user's mobile device in dependence on the user's progress around the space. Items can also be
- 10 flushed from cache on this basis.